

LEO BURNETT COMPANY, Inc.

Ad No. T70 (Panned-out cigarette)—Reg. No. 79236—Back cover—4 1/2 in.—8 1/2 x 11 1/4 in.—Black, Emulsion, 1971 (A)

Printed in U.S.A.

DAIR 0000-5-4-0071



There are 20 cigarette holders to every pack of Parliament.

The tip of a Parliament is a cigarette holder.

We call it a holder because it works like one.

There's a firm outer shell that surrounds the filter. And then the filter is recessed—tucked back inside. Away from your lips.

So you get a clean taste.

A really good taste.

The Parliament holder.

It really works.

King-Size and Charcoal 100's.



It works like a
cigarette holder
works.

Kings: 16 mg. "tar", 1.1 mg. nicotine—av. per cigarette. FTL Report Nov. '76

